

THE DIAPASON



2022 Media Kit

Dedicated to the organ, harpsichord, carillon and church music



THE DIAPASON, a 113-year strong tradition.

Get to know us, and our audience, and grow your business.

100% paid circulation

THE DIAPASON is sold by subscription. Recipients have specifically requested to receive and pay for the publication and to sign in to its website, THEDIAPASON.COM.

Engaged, worldwide audience

In 12 issues every year, THE DIAPASON serves a national and international audience of over 4,000 recipients, including organists, organ builders, professors, and musicians at churches, theaters and universities throughout the world.



Our advertising community

Delivering product and service information to THE DIAPASON's readers are a diverse group of advertising partners, representing:

- Organ and Harpsichord Builders
- Pipe Organ Supplies and Maintenance
- Book, Music and Record Companies
- Concert Artists and Artist Management
- Music Schools, Workshops and Competitions
- Carillon and Handbell Manufacturers
- Foreign Music Tours and Music Organizations
- Music Stores and Music Supplies

THE DIAPASON Difference:

The undeniable power of print, and the delivery of digital products.

Our website is visited by an impressive 11,000 viewers on average every month.

Our digital platform delivers news, features and captivating photos online 24/7. Your message is received by an engaged audience for enhanced visibility.



THE DIAPASON has a unique look, feel and heft that sets it apart from any competitive publication.

- Big tabloid presentation allows more real estate for product advertising and imagery
- Bright white, glossy cover and inside page stock is twice the weight and twice the luster of any other industry publication
- Brilliant color photography from cover to cover
- Respected reviewers and columnists with a finger on the industry pulse
- Experienced, knowledgeable editors who are also organists and long-time readers of THE DIAPASON
- Commitment to over 60% editorial content per issue

Editorial. Responsive, respected, resourceful.

Inside each issue

Cover Feature
Breaking News
Feature Articles
Organ Specifications

Reviews
Calendar of Events
Classified Advertisements

Resource Directory

Every January, THE DIAPASON's Resource Directory supplement mails with the issue to the full circulation. For advertising participation in this year-long reference, contact Jerome Butera at jbutera@sgcmail.com.



Full-service outlet for custom content

Need company collateral? Educational videos? Market research? Live or virtual events? Webinars? A rehabbed website? Our in-house creative team can deliver custom content and market data that help you up your game. Learn about all the options from Sales Director Jerome Butera.

Digital Opportunities

Web/digital opportunities

THE DIAPASON is the industry's go-to resource for breaking news and product information.

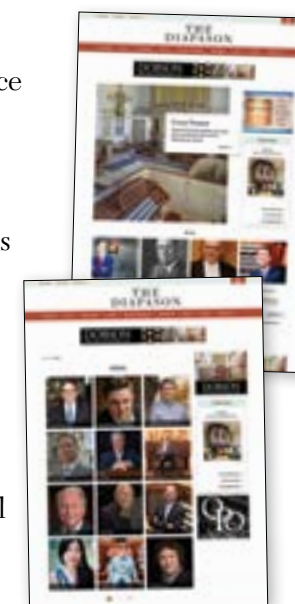
Advertising opportunities include:

WEB ADS — Banner and logo ads.

ARTIST SPOTLIGHTS — Featuring organists on THE DIAPASON's website and eNewsletters. Includes photo and bio.

CLASSIFIED ADS — Discounted rates for print classified advertisers.

DIGITAL EDITION — Enhance your ad with an embedded video, a link to a PDF of your company brochure, or schedule an interstitial pop-up ad. Sponsor the digital edition and have your full-page ad positioned directly opposite THE DIAPASON front cover.



DIAPASON E-News

THE DIAPASON's 3x/month eNewsletter keeps industry members up-to-date on news and events. Sponsorships are available.

As organists, THE DIAPASON team members were subscribers before they joined the staff and shaped THE DIAPASON's future. If you haven't yet met our dedicated team, meet them here and now.

Jerome Butera, Sales Director, served as editor and publisher of THE DIAPASON for 30 years. He taught organ and liturgical music at DePaul University for 35 years, and was organist and music director at churches in Michigan, Indiana and Illinois for 50 years. He holds advanced degrees from the University of Michigan and the American Conservatory of Music, and has played concerts for the American Guild of Organists and Organ Historical Society.
jbutera@sgcmail.com; 608.634.6253



JEROME BUTERA

Stephen Schnurr, Editorial Director / Publisher, has served as a church musician in several states and denominations. He has numerous publications to his credit, primarily on subjects related to the pipe organ in the Great Lakes states. He also teaches organ at the university level. Schnurr has a commitment to engaging the next generation in church music and the organ, not only through teaching and leading students to sing in venues beyond the local church, but also by endeavoring to spotlight news and articles about upcoming leaders in the world of the organ, church music, harpsichord, and carillon.
sschnurr@sgcmail.com; 847.954.7989



STEPHEN SCHNURR

For more information on print, web, and digital advertising opportunities, contact Sales Director Jerome Butera at jbutera@sgcmail.com; 608.634.6253

Programs & Partnerships

Maximize your marketing investment with our unique sponsorship opportunities. Engage with the next generation and reach a global audience.

Gruenstein Award

In May 2020, The Diapason announced its first recipient of the biennial Gruenstein Award, recognizing the scholarly work of a young author who has not reached their 35th birthday. Alexander Meszler's authoritative article was included in that issue. Nominations for our second Gruenstein Award opened in September 2021. For additional details on this exciting new honor look for announcements beginning with our September 2021 issue.

About our Founder

The story of the founder of our magazine brings a love for music and the written word into harmony. We were eager to pay homage to his memory beginning with the occasion of the 110th anniversary of THE DIAPASON with an award recognizing young journalists. In doing so, we wanted to share background, with the hope of inspiring the new generation of scholarly writers.

Siegfried Emanuel Gruenstein was born March 26, 1877, in Charlestown, Indiana, the son of a Reformed Church minister who served congregations in Indiana, Pennsylvania, and Iowa. Through Siegfried's family life, he first experienced and was drawn to a life in church music.

He attended Lake Forest College in Lake Forest, Illinois, an institution that remained close to his heart throughout his life. Siegfried would play organ for college events for more than three decades, and was awarded an honorary Master of Arts degree from the college for

his service to music. He served as organist to First Presbyterian Church of Lake Forest from 1891 until 1939. He presented recitals throughout the United States, and it has been noted that "he played more society weddings than any other organist."

Journalism ran through his blood just as much as music. He served on the staff of the *Chicago Evening Post* from 1895 to 1909 and was telegraph editor of the *Chicago Daily News* from 1909 until 1917. As noted in THE DIAPASON, January 1, 1958, "The real dominating element in his whole life was THE DIAPASON, which he founded experimentally in 1909 more as an act of faith and love than with the hope of worldly success." Mr. Gruenstein died December 6, 1957, but his legacy continues with THE DIAPASON, more than a century after its first issue was printed in December 1909.



S. E. Gruenstein

Furthering the industry

20
UNDER
30

PROGRAM

THE DIAPASON's biennial 20 Under 30 awards program honors 20 of the future industry leaders who are already making a difference in their commitment to music and to their community. Our next 20 Under 30 awards will be announced in May of 2023.

Sponsorships: Advertisers have the opportunity to sponsor a congratulatory ad in the May issue. For more information on sponsoring this unique awards program, contact Sales Director Jerome Butera at jbutera@sgcmail.com.



Subscribers = Engaged Audience. 100% paid circulation

We're always looking to grow our subscriber base. Know someone who would enjoy THE DIAPASON?



SUBSCRIPTIONS: We offer 1 year, 2 year and 3 year subscription packages. Each monthly issue is filled with in-depth articles ranging from the technical to the scholarly, as well as practical and informative. Timely news coverage of the pipe organ, harpsichord and carillon is emphasized in THE DIAPASON every month.

STUDENT SUBSCRIPTIONS: Student subscription packages can be customized to your budget. As a sponsor, you will help further the ongoing education of the future decision-makers in the industry and keep your brand top-of-mind. Contact Sales Director Jerome Butera at jbutera@sgcmail.com.

Your subscription to THE DIAPASON includes:

- Details of new organ installations, rebuilds, and restorations
- News of appointments, workshops, recitals, and conferences
- Reviews of new organ music, books, and recordings
- Respected reviewers and columnists with a finger on the industry pulse
- International calendar of events
- The largest classified ad listing of any organ journal
- Full access to **THEDIAPASON.COM**
- Annual Resource Directory

THE DIAPASON

2022 Rates

4-Color Display Advertising Rates

	1×	3×	6×	9×	12×
Full Page	\$1,340	\$1,325	\$1,285	\$1,255	\$1,200
3/4 Page	1,090	1,075	1,035	1,010	990
1/2 Page	880	855	810	780	760
1/3 Page	720	695	680	665	645
1/4 Page	590	565	550	535	515
1/6 Page	460	440	415	390	370
1/8 Page	410	385	355	335	315
One Inch (To 5 inches only)	90	85	80	73	67

*When ordered at one time.

Rates subject to change upon notice from the publisher.

For black-and-white rates, contact Jerome Butera at jbutera@sgcmail.com; 608.634.6253.

Each insertion in a mixed schedule of different size standard units of 1/4 page or larger is entitled to the frequency rate for each advertisement. Advertisements under 1/4 page may not be included to earn frequency discounts on larger advertisements.

Classified Advertising

Regular classified advertising: Single paragraph "want ad" style with the first line in bold-face type.

Display classified ads: All text in bold-face type with color screen background and a ruled box border.

Classified Advertising Rates

Regular classified, per word	\$ 1.00
Regular classified, minimum	36.00
Display classified, per word	1.40
Display classified, minimum	42.00
Box Service	8.00
Placement on THE DIAPASON's website	30.00

(Ads not appearing in the print issue can be placed on THE DIAPASON's website for a \$40 charge.)

Non-subscribers wanting single issue copies in which their advertisement appears should include \$5 per issue desired with their payment. THE DIAPASON reserves the right to designate appropriate classification for advertisements, and to reject the insertion of advertising deemed inappropriate to this magazine.

Professional Cards

Available to professional organists and choirmasters only. Minimum order, 12 issues. Billed in semi-annual installments and payable in advance of first insertion. Insertions begin with January or July issues of each year, and expire with June or December issues. Advance insertion may be requested, subject to space availability.

Rates per Column Inch

12 Issues:	Black & White	\$264.00	Color	\$312.00
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Closing Dates

All advertising materials are due the first (1st) of each month for the next month's issue. (i.e., January 1st for the February issue.)

THE DIAPASON reserves the right to decline any advertisement, before or after published closing date, which does not meet with its approval. Acceptance of advertising does not imply endorsement. Publisher reserves the right to head and/or box advertisements which bear confusing resemblance to editorial matter.

Contract and copy regulations: THE DIAPASON will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders or contracts when they conflict with the terms and conditions of this rate card or any amendment hereof.

Advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed, and also assumes responsibility for any claims therefrom made against the publisher, and agrees to indemnify the publisher against any expense and loss suffered by reason of such claims.

Ad Sizes

Space	Width	Height
Full Page	8 ⁷ / ₈ "	13"
3/4 Page (4 columns)	8 ⁷ / ₈ "	9 ⁵ / ₈ "
3/4 Page (3 columns)	6 ¹ / ₂ "	13"
1/2 Page (4 columns)	8 ⁷ / ₈ "	6 ³ / ₈ "
1/2 Page (3 columns)	6 ¹ / ₂ "	8 ¹ / ₂ "
1/2 Page (2 columns)	4 ³ / ₈ "	13"
1/3 Page (2 columns)	4 ³ / ₈ "	9 ¹ / ₂ "
1/4 Page (4 columns)	8 ⁷ / ₈ "	3 ¹ / ₈ "
1/4 Page (3 columns)	6 ¹ / ₂ "	4 ¹ / ₂ "
1/4 Page (2 columns)	4 ³ / ₈ "	6 ³ / ₈ "
1/4 Page (1 column)	2 ¹ / ₁₆ "	13"
1/6 Page (2 columns)	4 ³ / ₈ "	4 ¹ / ₂ "
1/8 Page (2 columns)	4 ³ / ₈ "	3 ¹ / ₈ "
1/8 Page (1 column)	2 ¹ / ₁₆ "	6 ³ / ₈ "
One Column Inch	2 ¹ / ₁₆ "	1"

Advertisements not conforming to the above sizes will be charged at the one-time rate for the next larger space (e.g., an advertisement which exceeds the space requirements for 1/4 page will be charged at the one-time rate for 1/3 page, etc.). Page is four columns, each 2¹/₁₆" wide by 13" high.

Trim size: 10" wide by 14¹/₄" high. Bleed is allowed on full-page ads only.

Bleed dimensions: 10¹/₄" wide by 14¹/₂" high.

Resource Directory

For rates and ad sizes, contact Jerome Butera at jbutera@sgcmail.com.

THE DIAPASON.COM Web Ads

For banner and logo ad pricing and specs, contact Jerome Butera at jbutera@sgcmail.com.

THE DIAPASON E-News

eNewsletter sponsorships: \$300 for one month; \$250 each for three months; \$200 each for six months.

Artist Spotlights

Organists can be featured in Artist Spotlights on THE DIAPASON website and in the electronic newsletter. Includes photo and biographical sketch. \$36 for one month; \$30 each for three months; \$18 each for six months.

Accepted Digital Formats

Press-optimized PDF using Acrobat Distiller's PDF/x-1a job options is the required format. PDFs prepared for the web are unacceptable. Upload ads to www.adshuttle.com/sgc.

Mailing Instructions

Address correspondence, advertising and subscriptions to:
THE DIAPASON, 220 N. Smith Street, Suite 440,
Palatine, IL 60067-2477; 608.634.6253.

Mailing List Rental

For special one-time use, the mailing list of subscribers to THE DIAPASON, which is updated monthly, may be obtained for approved use on a rental basis. Contact the publisher for information.



Connecting buyers and sellers
with market-leading content and data

www.scrantongillette.com